

# **CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD**

## **AGENDA**

**May 19, 2009**

**1:00 p.m.**

**City of Carlsbad**

**1635 Faraday Avenue, Room 173A  
Carlsbad, CA**

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### **NOTICE TO THE PUBLIC:**

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

### **PUBLIC COMMENT:**

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

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### **I. CALL TO ORDER**

**1:00 p.m.**

### **II. ROLL CALL**

**CONSENT CALENDAR:** The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

### **(C) III. APPROVE MINUTES OF FEBRUARY 17, 2009**

To approve the minutes of the February 17, 2009 meeting of the CTBID Board of Directors.

**IV. AB05-09-43 ADOPT 2009-10 ANNUAL REPORT**

Adopt Resolution #2009-3 approving the 2009-10 CTBID Annual Report and Budget.

**V. AB05-09-44 APPROVE CONTRACT WITH CARLSBAD DESTINATION MARKETING ORGANIZATION**

Receive report from Reint Reinders and Associates. Adopt Resolution #2009-4 entering into a contract with Carlsbad Destination Marketing Organization.

**VI. AB05-09-45 APPROVE CONTRACT WITH REINT REINDERS AND ASSOCIATES (RR&A)**

Adopt Resolution #2009-5 entering into a contract with RR&A.

**VII. DISCUSSION ITEMS**

- 1) Marketing campaign update by Mindgruve

**VIII. NEXT MEETING**

The date for the next meeting will be decided. Agenda topics to include:

- 1)

**The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.**

**GENERAL COUNSEL COMMENT**

**PUBLIC COMMENT**

**ADJOURNMENT**